Better Living

IN A HOME THAT'S
• COOLER IN SUMMER
• MORE COMFORTABLE
IN WINTER

Meet

the Jones Family

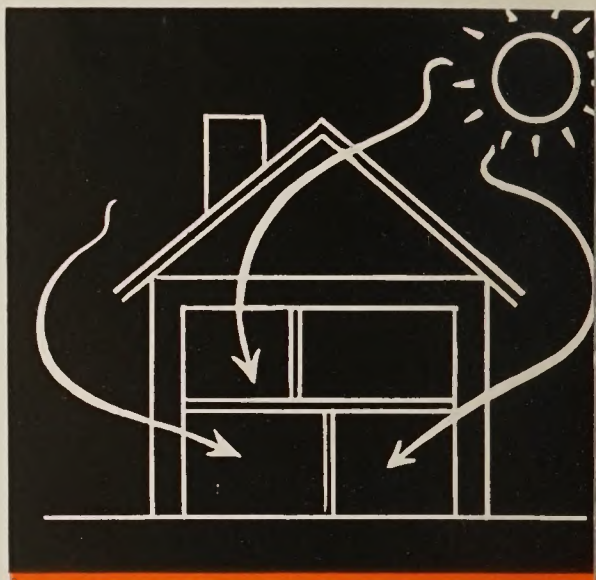
...they found BETTER LIVING in a GIMCO-INSULATED HOME

You'll like the Joneses...everyone does! They're friendly folks and thrifty, too! Almost as soon as you meet them, you'll discover that *your* family and the *Jones* family have a lot in common. • For instance, both Mr. and Mrs. Jones are very much interested in their children and in their home. Young Jimmy takes after his dad, and little Sue and her mother are real companions. They are great youngsters and popular with their playmates. • Mr. Jones is proud of his house. He shares with his wife a sincere desire to make it more than just a place to live—a place that is really a *home!* Everything is modern and up to date. But as Mr. Jones will tell you, "It wasn't until we installed Gimco Rock Wool that we began to enjoy real comfort!" • What does he mean by that statement? Let's go "behind the scenes." Let's get the inside story on how the Joneses discovered "Better Living" the year-round. And as you read this booklet, just imagine that the Jones family is your family...because what Gimco insulation did for *their* home, it can do for *yours*.

...THEIR HOME WAS UNCOMFORTABLY HOT!

SUMMER HEAT PENETRATED EVERY ROOM ...MADE SLEEP ALMOST IMPOSSIBLE!

Not long ago, the Jones family, like thousands of others, dreaded summer heat. "Day after day," says Mr. Jones, "our upstairs rooms seemed even hotter than outside. It was almost impossible to get a restful night's sleep. In the morning we felt as tired as though we had never gone to bed. The children were cross and irritable. No one felt like eating. And in the evening when our friends came over, they complained, like everyone else, about the hot weather. Finally, we decided something had to be done..." • ...and that's when Mr. Jones found out about Gimco Rock Wool...how it would ward off the sun's heat and make every room in his home cooler.



SCORCHING SUMMER HEAT quickly penetrates the walls and roof of an uninsulated home. It makes upstairs rooms uncomfortably hot both day and night.

WHAT A NIGHT: Heat stored up during the day made bedrooms unbearably hot... it was almost impossible for the Joneses to get any real rest.

NO APPETITES: After a hot, restless night, Jimmie and Sue didn't feel like eating. Mr. Jones, too, often left without his breakfast.

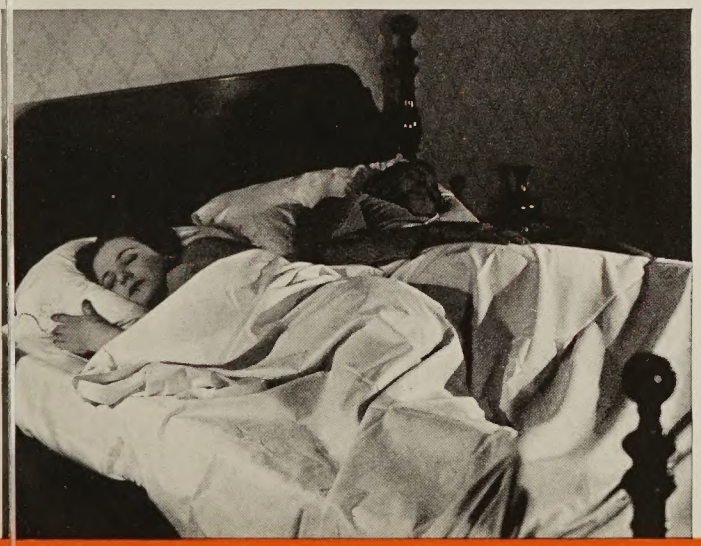
"MY—IT'S HOT!" says Mrs. Jones. "I hope you don't mind it too much. Our house just never seems to cool off during these summer nights."

Now— IT'S REFRESHINGLY COOL!

GIMCO ROCK WOOL checks summer heat . . . keeps the whole house up to 15° cooler. Everyone can enjoy restful comfort during the day and peaceful sleep at night.

GIMCO ROCK WOOL CHECKS HEAT RAYS . . . LOWERS TEMPERATURE 8 TO 15 DEGREES

No longer do the Joneses endure uncomfortably hot days and sleepless nights. Gimco Rock Wool completely fills empty wall and ceiling spaces so that they act as an efficient barrier against the scorching rays of the midsummer sun. Even during the hottest weather bedrooms are kept 8° to 15° cooler. • "My whole family," says Mrs. Jones, "gets real pleasure out of living. At night we get sound refreshing sleep. And during the day, we have better appetites . . . more pep and energy to 'do things.' Entertaining our friends in the evening is a pleasure . . . because Gimco keeps our home much cooler, regardless of how hot it may be outside.



REFRESHING SLEEP: Now the Joneses enjoy sound, restful slumber during the hottest weather. Gimco retards the sun's heat and bedrooms are much cooler!

DAYTIME COMFORT, TOO: Mrs. Jones can really enjoy her moments of leisure . . . her home invites cool relaxation on hot summer afternoons.

PARTY A SUCCESS: "Why, you'd hardly know this was the same home!" says Mrs. Jones. "Our friends often remark how much cooler it is than theirs."

CHILLY BATHROOM: "Upstairs rooms were seldom warm in the morning," says Mr. Jones. "Shaving was certainly a disagreeable task!"

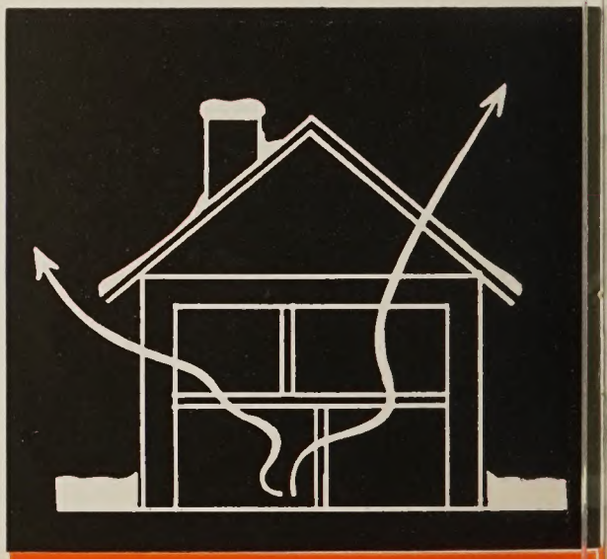
HURRY UP—YOU'LL FREEZE: "This bedroom is as cold as ice. Our house never seems to heat up the way it should during cold weather!"

B-R-R-R—IT'S COLD: No fun playing cards in a chilly room . . . and no fun apologizing to friends for an uncomfortable evening.

IN WINTER, THE JONES HOME WAS COLD...DRAFTY!

UPSTAIRS ROOMS WERE HARD TO HEAT ...AND FUEL BILLS WERE MUCH TOO HIGH

The Joneses didn't need a thermometer to tell them when it was cold outside. All winter long their home was hard to heat! No wonder the children had colds. Upstairs rooms were never comfortably warm, and downstairs the floors were drafty. Time and again, the family complained of chilly dressing rooms. There were uneven temperatures throughout the house no matter how much fuel they burned. • It was the Gimco engineer who finally explained to Mr. Jones why cold weather made his home uncomfortable . . . how a large percent of his heat was leaking out through walls and roof. And worst of all, how this escaping heat made his fuel bill much greater than it should be.



UNINSULATED HOME: A large amount of furnace heat leaks out through walls and roof. You burn much more fuel than is necessary, yet the house is not kept comfortably warm.

"ISN'T THIS GRAND? Our bedrooms are comfortable at night, and in the morning they warm up quickly. No 'hurry-up' dressing now!"

"HOW COMFORTABLE," exclaim the Jones' week-end guests. "Not like that chilly spare bedroom in our home . . . this is warm and cozy!"

CAREFREE EVENINGS: No more worrying about chilly drafts and cold corners as Jimmy and Sue play about the living room after dinner.

Now— IT'S COMFORTABLE AND WARM!

GIMCO HOLDS IN FURNACE HEAT ...MAKES EVERY ROOM MORE COMFORTABLE

Icy blasts and bitter cold days don't bother the Jones family now. Their home has a thick, protective blanket of Gimco insulation which holds furnace heat in for a longer time. • Mrs. Jones doesn't worry about the children playing on the floor . . . she knows that there is less danger of drafts. Every room is cozy and warm . . . even the "spare" bedroom which used to be so cold. The whole house stays at a more uniform temperature regardless of outside weather. Then too, their Gimco insulation paid for itself in just a few years by reducing their winter fuel bills. Now it will continue to pay them a handsome dividend each year as long as the house stands.

GIMCO-INSULATED HOME: Furnace heat is held in for a longer time. It's easier to keep uniform temperatures throughout the house. Every room is warmer, and fuel bills are much lower.

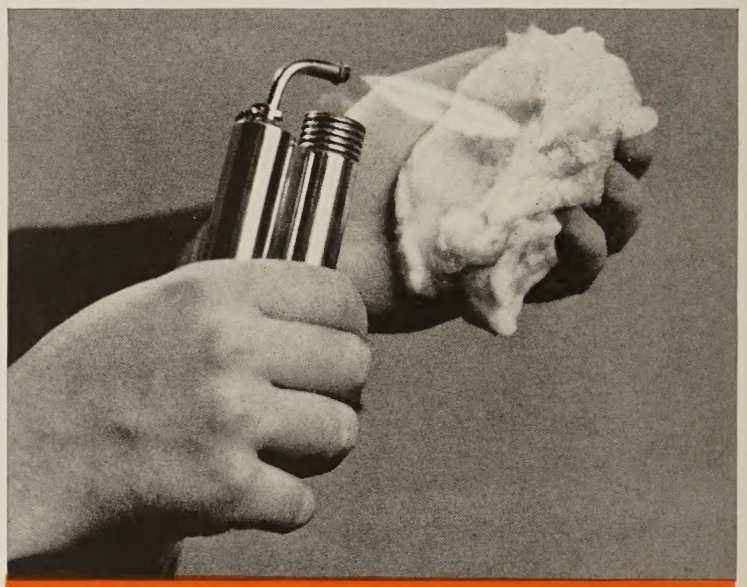
GIMCO IS MADE OF ROCK...IT'S *Fireproof*

PROTECTS YOUR HOME BECAUSE IT ACTS AS AN EFFECTIVE FIRE-STOP

Few things are as fire-proof as rock...and that's why Gimco Rock Wool offers you greater protection. Installed in your home, it acts as an effective barrier against spreading fires. • In uninsulated homes, fires can quickly race from one floor to the next because hollow walls act as a flue. But in a Gimco-insulated home, where wall and ceiling spaces are filled with Rock Wool, there is less chance for a fire to spread. • Then too, there's little danger of fires resulting from an overheated furnace. A Gimco-insulated home stays comfortably warm during cold weather without overloading the heating plant.

HOME NOT GIMCO-INSULATED: There was nothing to confine the fire. It quickly spread through walls and ceiling—almost completely destroyed the house.

GIMCO KEPT FIRE FROM SPREADING: Gimco has been raked away from the joists to show how fire burned only to level of insulation. Lower floors were undamaged.



FIRE-PROOF: Gimco insulation will not burn. It is as fire-proof as the rock from which it is made. Installed in the walls and over the top floor ceilings of your home, it offers a valuable protection which you cannot afford to overlook.

FIRE INSURANCE...PLUS FIRE PROTECTION!

Of course you wouldn't be without fire insurance. It will compensate you financially for loss or damage to your home and personal belongings. But why stop there? It's just as important to protect yourself from ever *having* a disastrous fire. Gimco Rock Wool has been tested by the Fire Underwriters' Laboratories, and has been approved as a fire-proof insulation. It acts as an effective fire-stop, and gives you an added sense of security you cannot afford to overlook.

No other TYPE OF INSULATION OFFERS SO MANY ADVANTAGES

GIMCO ROCK WOOL STANDARD WALL THICKNESS

32.4%	**REFLECTIVE METAL** (one sheet facing two air spaces)
27.6%	**QUILTED BLANKET** (1-inch)
22.4%	**INSULATING BOARD** (1-inch)
16.2%	**REFLECTIVE METAL** (one sheet facing single air space)
13.8%	**QUILTED BLANKET** (½-inch)
11.2%	**INSULATING BOARD** (½-inch)

LABORATORY TESTS PROVE Gimco Rock Wool for surposses any other type of building insulotion. Length of bors in obove chort shows resistonce to the possoge of heot offered by other moteriols in comporison to Gimco.

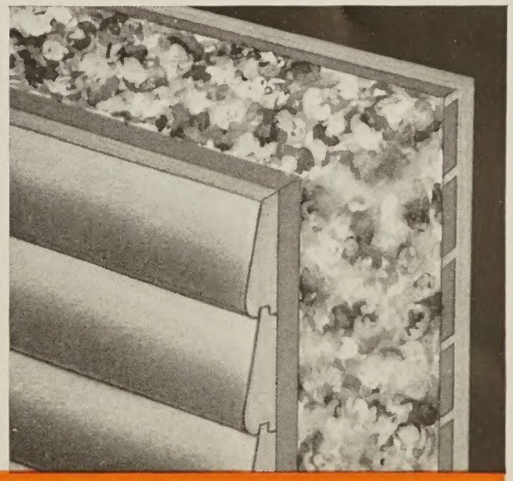
GIMCO LASTS AS LONG AS THE HOME ITSELF!

Once installed, Gimco Rock Wool continues to give you the same efficiency year after year. It is made from pure rock...melted at a temperature of approximately 3,000° F. ...treated by the patented Gimco annealing process... and blown into millions of unusually long, tough fibres. It is this process that makes Gimco superior to other building insulations...it will not pack down, dust out, or disintegrate. It never needs to be replaced, never replenished. Gimco lasts as long as the home itself, providing permanent comfort and protection.

GIMCO ROCK WOOL GIVES GREATER PROTECTION FROM HEAT AND COLD

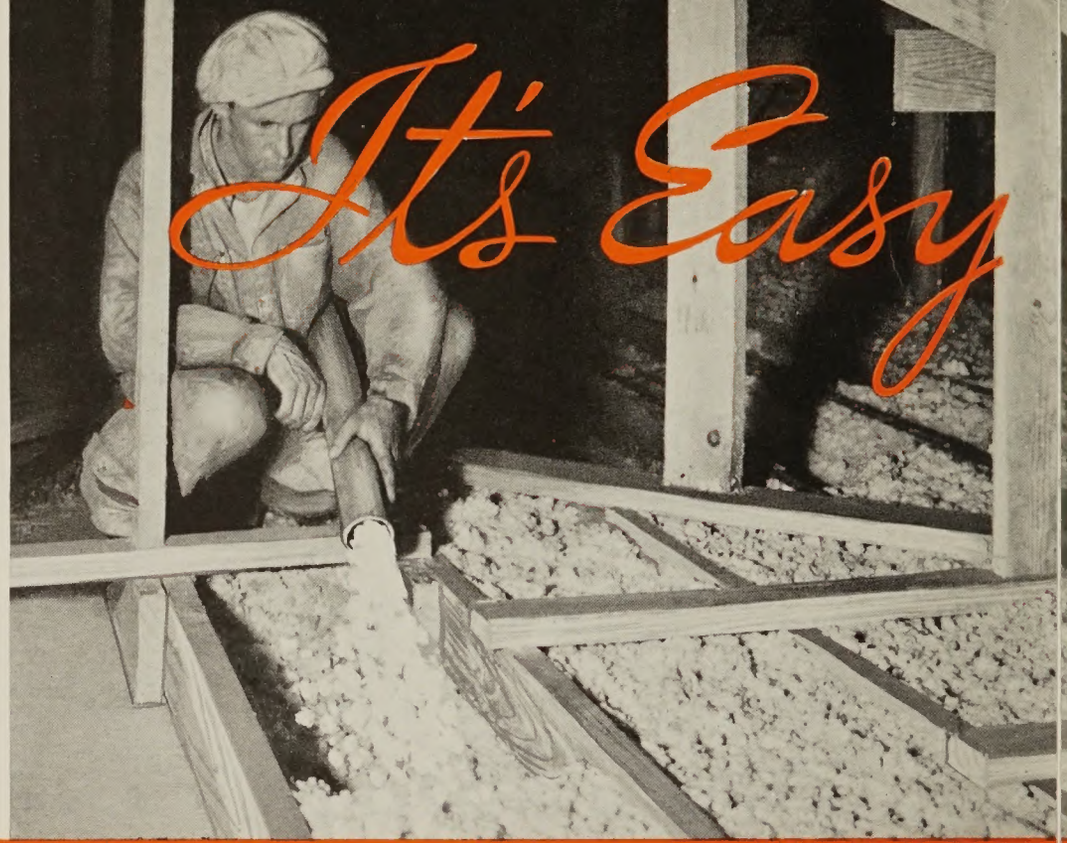
Check for yourself how much greater value Gimco Rock Wool offers. Its efficiency is unsurpassed by any other building insulation. More than 90% of its volume consists of tiny "dead air" cells ...and next to a vacuum, dead air (air which cannot circulate) provides the best insulation known to science. • Other advantages of Gimco are: 1. Being made of rock, it offers no attraction to vermin of any kind. 2. It is water-proofed and will not rot. 3. Gimco is an efficient sound insulation—deadens outside noises. 4. Gimco adds to the resale value of any home. People everywhere will pay more for the comforts of a Gimco-insulated home.

HOW GIMCO IS MADE: Molten rock is blosted by steom into millions of long, tough fibres which ore then speciolly processed ond felted together.



COMPLETE PROTECTION: Corefully instolled, Gimco fills every spoce between outside wolls ond ploster to uniform thickness ond density.

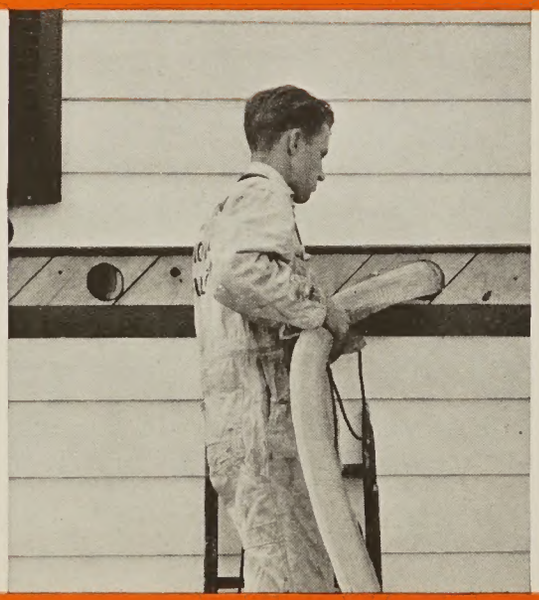
It's Easy



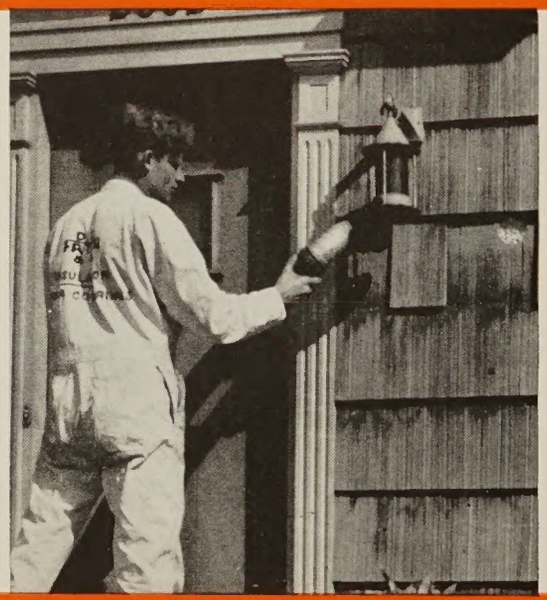
QUICK INSTALLATION: Pneumatic blowing process makes it possible to insulate any home in a short time. Skilled workmen blaw Gimco Rock Waal through openings in side walls which are later closed, leaving na trace of the work.

LIKE A THICK BLANKET: Over tap floor ceilings, Gimco Rock Wool acts as an effective barrier against the passage of heat. In winter there is a warmer, mare uniform temperature throughaut the house . . . and in summer every roam is kept up to 15° caaler.

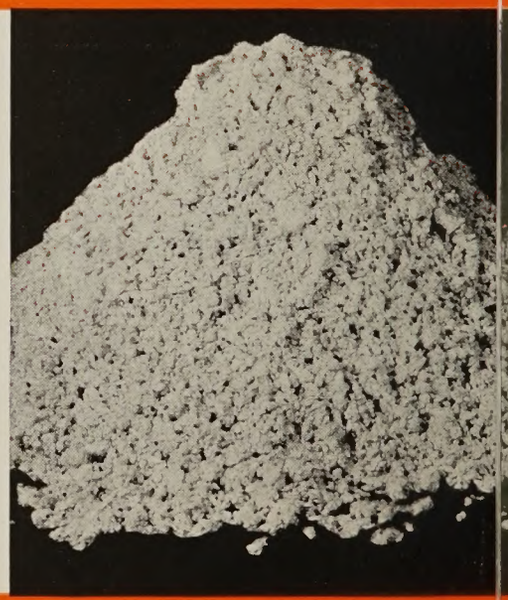
STUCCO WALLS are easily insulated by drilling small hales and blov·ing Gimco between the studdings. Afterwards, holes are filled and carefully refinished.



CLAPBOARD HOUSES: Here a board has been temporarily remaved and holes drilled between each studding sa that Gimco can be blawn into every empty space.



SHINGLE HOMES: By removing a few shingles, side walls are completely filled. No inconvenience to the haushald. Trained, courteous workmen finlsh the job swiftly and neatly.



GRANULATED WOOL . . . the type of Gimco Rock Woal which is blown inta side wal and over top floor ceilings of homes alread built.

TO INSTALL GIMCO INSULATION IN ANY HOME!

NO DIRT—NO DISTURBANCE—NO ALTERATIONS

Every family can enjoy the comforts and benefits of Gimco insulation. Regardless of your home's age, size or type of construction, Gimco can be easily and quickly installed. No alterations are needed. No interruptions to the family routine. No dirt or disturbance of any kind. The soft, downy wool is blown through a hose into empty wall spaces and over the top floor ceiling. This process insures a thick, even distribution of Rock Wool over every part of the house. • For new homes or in the attics of present homes, Gimco Rock Wool Sealal Bats provide equally efficient insulation. They are made by a special Gimco process which felts and binds the Rock Wool fibres into a semi-rigid, yet resilient type of insulation. • Gimco Bats require no stays or netting to hold them in place. Their own resiliency supports them firmly between studdings or joists.

SKILLED WORKMEN ASSURE YOU OF AN EXPERT JOB

With Gimco you are assured of an expert insulation job. Specially trained engineers supervise each installation. Experienced crews completely fill every space in walls and ceilings so that there are no "light" or "thin" spots where heat can escape. After the job is completed, sidings, shingles, stucco or bricks are carefully replaced so that there is no visible evidence of what was done. You have year-around comfort sealed in for a lifetime.

MCO SEALAL BATS . . . ovoiloble with without a bocking of heavy woterproof per . . . specially designed far hauses under istructian or attics of present homes.

IN SIDE WALLS of unfinished homes, Gimco Bots fit standard spoced studdings. They can be easily cut ta fit ony irregularly shoped space.

OVER TOP FLOOR CEILINGS Seolol Bats are quickly placed between the joists. Being extremely light, they cause na strain whatsoever on ceiling plaster.

BETWEEN ROOF RAFTERS Gimco Seolol Bots ore eosily and swiftly opplied. Their noturol resiliency holds them in ploce without artificial support.

"WHAT SAVINGS!" exclaims Mrs. Janes. "Our fuel bills are much lower. Our Gimco insulation has already paid for itself! And best of all, we'll have this extra money every year from now on!"

GIMCO SAVES ON DECORATING COSTS!

You've probably noticed dark streaks, commonly called "lath marks," on the ceilings of many uninsulated homes. The cause is easily explained. Furnace heat rising to a cold ceiling carries with it tiny particles of dust. As this heat current flows through the plaster, the dust is sifted out and gradually forms dark, unsightly streaks. • A similar condition often results in the appearance of "moisture spots." As furnace heat comes in contact with cold walls and ceilings it forms moisture and leaves damp spots which discolor the paper or plaster. • By checking the flow of furnace heat through the ceiling, Gimco Rock Wool keeps ugly "lath marks" from forming.

And by equalizing the temperature of walls and ceilings with that of the rooms, it protects against "moisture spots." Wallpaper and plaster stay clean much longer. Redecorating costs are reduced.

GIMCO ROCK WOOL

Pays For Itself

REDUCES YOUR FUEL BILLS YEAR AFTER YEAR!

It's a proven fact that Gimco Rock Wool Insulation soon pays for itself out of savings. • Architectural engineers have found that the average uninsulated home loses the largest percent of its heat through walls and roof. This is mainly caused by conduction... the same principle which makes one end of an iron bar get hot when the opposite end is heated. When empty wall and ceiling spaces are filled with Gimco Rock Wool, you have efficient protection against such leakage. More heat is held in your home for a longer time. And as a result much less fuel is required to keep the house evenly warm. • Then too, there are other savings. Less strain on your heating plant lowers the cost of repairs. And a more uniform temperature throughout the house means fewer colds... and fewer doctor bills. • Gimco insulation is far from being an expense... it is an investment that pays a big dividend EVERY YEAR! You turn loss into saving and at the same time have the extra comforts of a home that's cooler in summer and warmer in winter.

:WER DOCTOR BILLS: Gimco insulation helps keep uniform temperature throughout the house. There are wer drafts . . . less danger of colds and other illness.

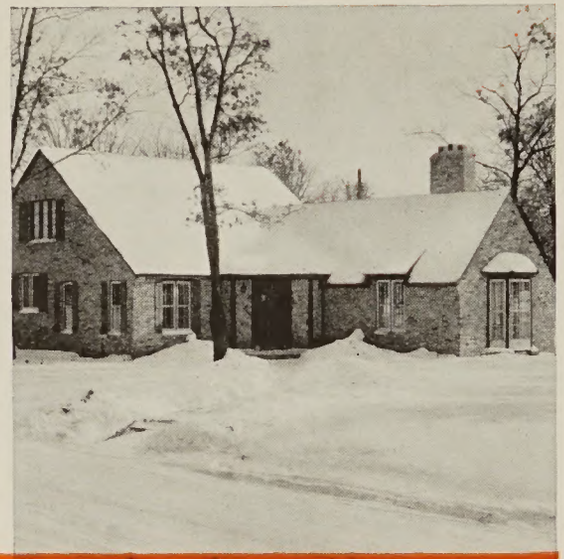
MONEY WASTED when homeowners pay for warmth that is lost. Note how heat has leaked through the roof and melted the snow.

MONEY SAVED when Gimco Rock Wool is installed because it checks heat leakage. See how the snow stays on this roof.

WHEREVER GIMCO IS USED, IT BRINGS *Comfort*

BALTIMORE, MARYLAND: Mr. George J. Clautice is the owner of this lovely house. His family is one of thousands who have found "Better Living" in a Gimco-insulated home.

ATLANTA, GEORGIA: This beautiful home is owned by Mr. Ernest M. Brown. Gimca insulatian makes it cooler, more comfortable all summer long.



MINNEAPOLIS, MINN.: Gimco-insulated hame af Mr. W. W. Hunter. Note that snow on roof is not melted . . . more heat stays in the house during cold winter months.

HOUSTON, TEXAS: Gimco Rock Wool provides greater comfort the year around in this attractive home owned by Mr. Durrel Carrothers.

SEATTLE, WASHINGTON: The home of Mr. Charles Milliman which is completely insulated with Gimco Rock Wool. Upstairs roams are easier to keep warm during winter.

CLEVELAND, OHIO: Another distinctive home which is kept cooler in summer and warmer in winter by Gimco Rock Wool insulation. Owner, Mr. John C. Hathorn, Jr.

Quotations From Actual Letters Received By Gimco Dealers Throughout the Country

I have saved the entire cost of my Gimco insulation through the reduction in amount of fuel used and in decorating costs.

ARTHUR E. EVANS, Chicago, Illinois

I do want to comment on the courtesy and efficiency of your workmen. As a matter of fact, Mrs. Reed was so impressed with their courtesy and carefulness that she mentioned it to me.

B. E. REED, St. Louis, Missouri

You may be interested to know how satisfactory Gimco insulation is for my client. On the coldest day this winter I visited his home, which is exposed on a bluff overlooking Lake Erie, and found a uniform temperature of approximately 70° throughout the house.

CLEMENT S. KIRBY, Erie, Pennsylvania
(Registered Architect)

Immediately after the installation last summer, our upstairs rooms were much cooler and very comfortable.

M. D. STOCKTON, Winston-Salem, N. C.

After the insulation was completed we had no difficulty in keeping an even temperature throughout the house. It is no longer necessary to overheat the ground floor to have comfort on the second floor.

HENRY B. SHEETS, Buffalo, New York

Since installing Gimco Rock Wool, I find that the upstairs rooms are uniformly 10° cooler. There were no nights last summer when we could not sleep comfortably.

R. L. STUBBS, Springfield, Illinois

In checking my fuel cost, I find a saving of 39%. Besides, Mrs. Nolker has not found it necessary to have the ceiling cleaned as we have done every Spring in the past. I heartily recommend Gimco insulalion to anyone.

ROBERT E. NOLKER, Cedar Hill, Missouri

The fire in our East Aurora home burned down as far as the Gimco insulation which acted as a fire wall preventing the spreading of the fire to the lower floors.

SEYMOUR H. KNOX, Buffalo, New York

FORGET THE DISCOMFORTS OF SUMMER AND WINTER!

ENJOY *Better Living* IN YOUR HOME

THE GIMCO FINANCE PLAN

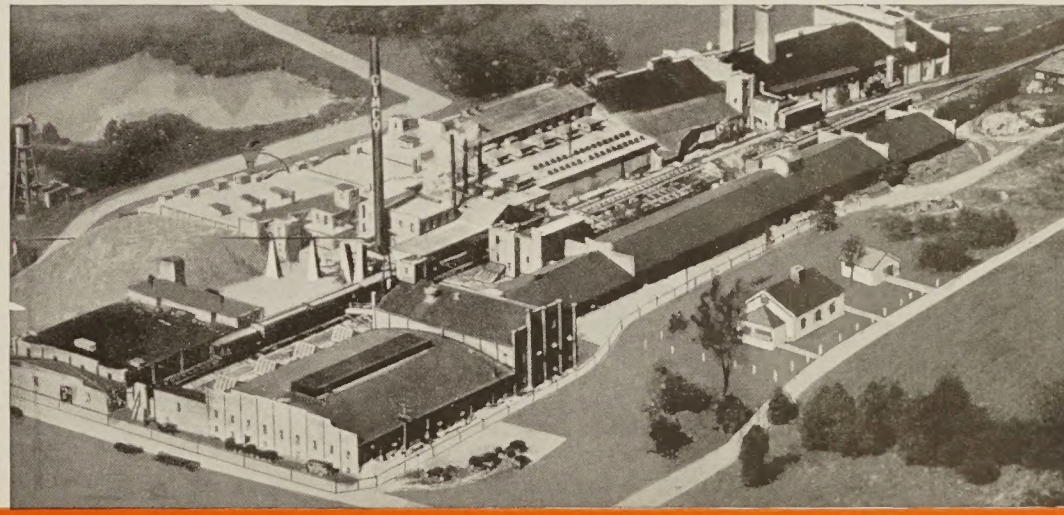
Everyone can enjoy the year-around comforts of a Gimco-insulated home. The cost is surprisingly low. And if you wish, easy monthly terms to suit your budget can be arranged under the Gimco Finance Plan. No down payment is necessary. See your dealer at once... he'll gladly give you details.

BUY GIMCO... AND BE SURE OF THE QUALITY!

...it's made by the world's largest exclusive manufacturers of Rock Wool products

There is a big difference in insulating materials. And that's why you, as a homeowner, should study this book carefully. It clearly shows why Gimco gives you more advantages than other types of insulation. It tells about the patented annealing process, used *only* by Gimco, which makes longer, tougher and better insulating fibres. • Gimco Rock Wool is made by the General Insulating & Mfg. Co. of Alexandria, Indiana... whose 25 years experience in manufacturing insulation assures you of highest quality, unsurpassed efficiency, and outstanding value.

Don't let your home be uncomfortably hot in summer... cold and drafty in winter. Assure your family of new comforts and *Better Living* the year-around. Follow the example of thousands who have already insulated their homes with Gimco Rock Wool. • Your Gimco dealer can give you any further information or additional proof which you may not have found in this book. In a short time he can accurately estimate the cost of insulating your home. So drop him a postcard or phone him now and let him give you the figures. There are no obligations, of course.



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ROCK WOOL

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